



**FOR IMMEDIATE RELEASE**

AVPro Global Holdings, LLC

Media Contact: Tom Devine, +1 605-782-2471, [tom@avproglobal.com](mailto:tom@avproglobal.com)

## **AV Pro Global Appoints VP, North American Residential Sales**

### ***Key Appointment Signals Enhanced Market Presence Via United Brand Portfolio***

**SIOUX FALLS, South Dakota, April 2, 2024** /News Release/ AVPro Global Holdings, LLC, the parent company of AVPro Edge, AudioControl Pro, Bullet Train, Murideo, and Then Audio audio/video distribution products, today announced the appointment of Chris Kane as Vice President of North American (NA) Residential Sales. Kane will report to Mike Detmer, AVPro's COO, and oversee NA business development initiatives including streamlining sales processes by unifying the AVPro brand portfolio under one experienced manager. Kane, a known and trusted manager in the NA residential market, brings a wealth of experience and insight to leverage AVPro's growth initiatives while providing added value to its customers.

"With 30 years of sales experience at AudioControl, it's only natural to elevate Chris to manage the residential market for the entire AVPro brand portfolio in North America," said Mike Detmer, COO. "Chris brings a wide range of expertise in strategic planning and execution, performance management, and team leadership to grow our market share while delivering additional value to AVPro customers," Detmer added.

At AudioControl since 1992 after ten years in consumer electronics retail, Kane managed new business development with remarkable success, establishing strong relationships with customers across all related sales channels through extensive in-person and online presentations, dealer training seminars, and a consistent presence at critical tradeshow such as CEDIA (Custom Electronics Design and Installation Association). Kane is well-respected as a proficient manager of regional sales teams including independent manufacturer representatives.

### **About AVPro Global Holdings, LLC**

AVPro Global is a privately held American company headquartered in Sioux Falls, SD, with satellite offices in St. Petersburg, FL, Seattle, WA, Green Bay, WI, a European office in Bratislava, Slovakia, and an office in Shenzhen. The AVPro Global audio/video-centric brands - AVPro Edge, AudioControl Pro, Bullet Train, Murideo, and Then Audio – combine their respective strengths to create the fastest-growing AV signal distribution company in the residential and commercial systems integration spaces, perfectly complementing AVPro Global Founder and CEO Jeff Murray's vision, "To be recognized as the best AV signal distribution and control products and services company on the planet."

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